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IDEAS about 4-H Clubs and YMW

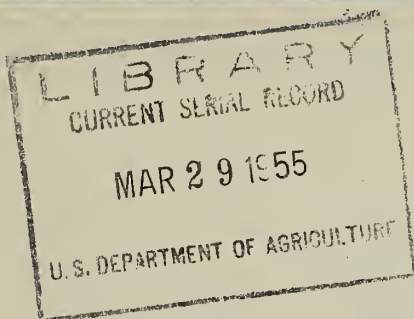


Extension Service, U. S. Department of Agriculture

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No. 15

Washington 25, D. C.

February 15, 1955

For your information
and appropriate action

Dear Coworker:

4-H REPORT TO THE NATION

As this letter leaves the office, we are busy with final plans for 4-H Club Week and particularly for the appearance in Washington of the six national winners to represent 4-H'ers everywhere in making a "Report to the Nation." Their schedule will include audiences with President Eisenhower and with other national leaders, a dinner with farm organization representatives, a luncheon with Senators and Congressmen from their areas, and a program with the Federal Extension staff. The National Committee on Boys and Girls Club Work is doing their usual wonderful job of cooperating with us on arrangements for the Week.

Several major broadcasts are lined up. You may want to check local scheduling for these three:

Saturday, March 5 (1) National Farm and Home Hour
(2) CBS Farm Show

Saturday, March 12 - American Farmer (to be taped, featuring Administrator Ferguson and three of the delegates)

The Office of Information is cooperating in special TV service, which will go out to many stations.

Many of you have shared with us interesting plans for 4-H Week observance in your area. We would welcome this material from all of you. This becomes valuable documentary information and helps with future planning.

A NEW LIST OF STATE COWORKERS

A revised list of State and assistant State Club Leaders is included with this letter. Please let us know if there are additional changes you would like us to make in your staff listings. As we look over the list we take satisfaction in seeing so many of the mature, experienced leaders, who are firmly grounded in the tested formulas for 4-H success. We also note and welcome the newcomers, who bring fresh ideas and recent experiences. That kind of a combination looks to us like a sure-fire formula for continued expansion of 4-H programs for fuller and deeper service to youth.

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SHARE YOUR EXPERIENCES ABOUT 4-H FOUNDATIONS

More and more States are asking about State 4-H Club Foundations. We need your help. Will those State 4-H Club leaders whose States have Foundations, or have them in process of formation, be willing to share materials and experiences?

We believe the following items would provide helpful data:

1. The needs
2. The purposes
3. Initiation methods
4. Persons and groups involved
5. Money raising techniques
6. Legal incorporation
7. Organization used
8. Amount raised
9. Programs supported
10. Accounting methods
11. Public relations
12. Problems or pitfalls
13. Evaluation

Please send us whatever you may have or would care to let us have along these lines for summary and analysis. An accompanying letter concerning anything useful and helpful will also be most appreciated. (Reply to C. C. Lang)

LES NICHOLS TRAVELS TO THE NEAR EAST

Les Nichols of the National 4-H Club Foundation staff is having opportunity to learn firsthand about youth programs and opportunities for service, as he makes contacts for the IFYE program in the Near East.

We look forward to his report, after he returns March 21.

THANKS FOR YOUR ASSISTANCE - MORE HELP NEEDED

We are grateful to the 29 States that responded to our request for information relating to work with 4-H by Dairy Breed Associations.

The so-called Danish System or Group System of placing 4-H Club exhibits is being reappraised in some circles.

Our office has been asked to assemble a list of the advantages and disadvantages of the group placing. We would appreciate your idea on this matter. (Please direct your reply to Mylo S. Downey.)

LIST YOUR 25-YEAR STATE LEADER NOMINATIONS

Gold keys will be awarded at National Camp to State and assistant State leaders who have served for 25 years or more (including both county and State extension experience with youth work) and who are currently employed.

Please also list retired Federal, State, and assistant State Club Leaders who have served for 25 years or more, for consideration for Camp citations.

A form is attached for your convenience. Please return it by April 1.

4-H CLUB MEMBERS WILL VISIT JAMAICA

Florida has accepted the invitation to send several of their 4-H Club members to the Island of Jamaica. The boys will be the guests of the 4-H Club Federation of Jamaica and have a part in the All Island Annual 4-H Club Achievement Day, February 22.

It is expected that Princess Margaret will be a guest at this important 4-H Club event.

PROGRESS IN KOREA 4-H CLUBS

Progress of 4-H Club Work in Korea is indicated by the formation of an advisory committee. This is a step to strengthen the free world's fight against communist forces. Membership in the 4-H Clubs in Korea is already approximately 100,000, and more and better clubs are in great demand. Colonel Charles A. Anderson, retired army officer, and well known to many workers in this country, has been named as permanent adviser to the committee.

CONSIDERATION OF URBAN 4-H WORK

Representatives of the State 4-H staffs of New York, New Jersey, Pennsylvania, and Maryland, met recently to focus their attention on 4-H Club work in sub-urban areas. A larger group of State and county staff members of these four States is meeting the latter part of March to exchange experiences and develop plans for more adequately serving this segment of our population.

MAY ISSUE OF EXTENSION SERVICE REVIEW TO FEATURE 4-H

Once again, we are anticipating a special 4-H Club issue of the Extension Service Review. Many of you have been asked to write articles which will highlight methods and achievements that will be stimulating to a broad group of staff members. Out of so many fine 4-H story possibilities, it has been hard to choose the most meaningful.

The special issue last June was so widely used that we are all looking forward to having another good training device.

SATURDAY EVENING POST FEATURES IFYE PROGRAM

The February 19 issue of the Saturday Evening Post carries a story featuring the International Farm Youth Exchange with Japan.

For a heart warming description of the experiences of your Grass Roots Ambassadors, we suggest you turn to page 36 of this issue of the Post.

The 4-H Club Foundation folks have been working with the Post in connection with this story for several months and are delighted that a magazine of its standing has chosen to describe the exchange with one of nearly 40 countries that participate in this program for promoting world peace.

EDUCATIONAL PROGRAMS ON RURAL READING

Administrator Ferguson has challenged us regarding the responsibility the Extension Service has for developing and conducting educational programs to encourage wider reading among rural people. The Division of Home Economics Programs has been asked to assume leadership in the Federal office to rally available resources. Its staff members will want and need the cooperation of all of us.

TENTH NATIONAL HOME DEMONSTRATION WEEK

We are pleased to include for State Leaders a copy of Administrator Ferguson's letter of February 4 announcing Home Demonstration Week from May 1 through 7. This is another significant opportunity to interpret the work of the Extension Service with specific reference to home demonstration activities.

The general theme of "Today's Home Builds Tomorrow's World" will be continued, with certain States using specific slogans to emphasize phases of their own programs.

This is the tenth consecutive year of the week's observance. We know you will want to give full cooperation to plans in your State.

RURAL LIFE SUNDAY - 4-H CLUB SUNDAY, MAY 15

Rural Life Sunday, May 15, is chosen by many States as the time for 4-H Clubs to participate in the services of the church of their choice. The Program Development Committee on Spiritual Emphasis gives full endorsement to this means of calling attention to the spiritual values and character-building qualities of 4-H Club work. As you know, representatives of the major faiths serve as consultants to this committee.

No major publication from this office will be issued for 4-H Sunday this year. But we refer you to section III of the National Events Handbook for some helpful suggestions. Also, many issues of the National 4-H Club News contain fine material. Later, a listing of other aids available will be provided you.

Several States already have manuals in progress. We have seen some excellent ones and commend you for their high quality.

BOY SCOUTS EMPHASIZE CONSERVATION GOOD TURNS

Secretary Ezra Taft Benson recently presented Conservation Good Turn Awards to 12 Explorer Scouts on behalf of the conservation agencies of the Departments of Agriculture and Interior. Each boy represented one of the Scouts' 12 districts. During the summer, these same young men will make a conservation trip around the country. Already, some of the States are making plans for 4-H members to greet them at various stops along the way, and explore joint interests in conservation work.

A news release about the presentation ceremony is included for State Club Leaders.

TRAINING OPPORTUNITIES

Miss Mary L. Collings of the Federal Extension staff has now sent you information about scholarship opportunities for staff members who are interested in Extension summer schools. We know that several of you have plans to participate, as well as to encourage others to do so.

We hope, also, you noted the information about the 4-H Fellowships, which bring six outstanding young people to Washington each year to study in the U. S. Department of Agriculture. Members of your staff, or potential Extension workers, would find a wonderful opportunity in them. We trust you will look over candidate possibilities in your State and encourage applicants to take advantage of it.

TOOLS FOR THE JOB - Leaflets, Films, Visuals

UNDERSTANDING OF COOPERATIVES

For your reference, we are including two publications which resulted from meetings of the American Institute of Cooperation, held at Cornell University last summer. These are "Youth and Cooperatives" and "Extension Workshop in Farmer Cooperatives." In each of them you will find many references to 4-H Clubs, with suggestions for program development in the area of farm business training for young people. (Sorry, we have only one set per State 4-H office.) Copies of the latter publication have been sent to Extension economists by J. L. Robinson of this office.

We are also enclosing a reprint from a farm magazine entitled, "These Boys Run Their own Bank."

STATEMENT ON PROBLEMS OF BEGINNING FARMERS

Enclosed is summary of the excellent talk given recently by Robert K. Buck at a meeting held with several groups concerned with problems and opportunities of rural youth. Mr. Buck, a young farmer of Waukee, Iowa, is author of the recent National Planning report on "Beginning Farmers, a Vulnerable Group in American Agriculture."

While in Washington, Mr. Buck also shared with about 30 members of the Federal Staff in a discussion about applying the Farm and Home Unit Approach to the problems of beginning farmers. He stressed these seven basic "do's" and "don'ts":

1. Do not overemphasize forms and procedures.
2. Do not be too rigid about methods.
3. Be sure it is directed at the right farmers.
4. Have a longtime approach with all young farmers.
5. Set a time limit to avoid working indefinitely with a small group.
6. Use all local resources, such as the Agricultural Stabilization and Conservation Committee program, Soil Conservation Service assistance, Farmers Home Administration, and local banks.
7. When the program is once started, keep on the track; do not throw it overboard for something else.

NEW HEALTH BOOKLETS

Have you seen the two new booklets in the Metropolitan Life series? They are "Emotions and Physical Health" and "Your Future and You," dealing respectively, with mental health and geriatrics. We assume you are familiar with the procedure for ordering booklets from this source.

SUGGESTIONS FOR 4-H CLUB FOODS PROGRAMS

Dr. Evelyn Blanchard, Extension Nutritionist, has prepared a section on 4-H foods and nutrition work for a Nutrition Workers' Handbook. This section on 4-H has been duplicated for your use and is enclosed. Most of you already know the good work that Dr. Blanchard does in stimulating us to look at basic values.

FILM HELPS FOR BETTER MEETINGS

Recently our staff had an opportunity to view three 20-minute pictures which point the way toward more useful discussions and committee meetings. The titles are:

"Room for Discussion" - "Organizing Discussion Groups" -
"How To Conduct a Discussion"

These may be borrowed or purchased from the Encyclopedia Britannica, Inc., 202 East 44th Street, New York 17, N. Y. We believe these would be quite helpful in work with YMW groups and local 4-H Club leaders.

IDEAS AND NEWS FROM THE STATES

GEORGIA - Leader for 4-H Center

The selection of a leader for the 4-H Center at Rock Eagle has had long and serious consideration. Cecil Johnson, formerly working in the Southcentral district, has been selected for this important management position.

MINNESOTA - Recreation Training Meetings

A series of 10 leader training meetings are scheduled for crafts and music to strengthen 4-H programs in recreation and rural arts. It is expected that those attending will take the material back to the county and help train others.

MISSISSIPPI - Letters to the Philippines

An interesting two-way correspondence is getting under way in the State. Officers of a club in Mississippi write to officers of a club in the Philippines, telling about their projects, programs, special activities, and how club work is done. This is a natural, of course, since "Major" Johnson, former Mississippi State 4-H Club leader, is now Rural Youth Adviser in the Philippines.

MONTANA - Third Annual Volunteer 4-H Leaders' School, January 24-28

Each leader enrolled in one of three subjects offered--Electricity, Home Improvement, and Leading a 4-H Club. The general program for all leaders included short talks at breakfast on leadership, viewing the new 4-H film, "The Town That Came Back;" and an evening of recreation directed by the College 4-H Club. This was a week of inspiration, education, and fellowship for the seventy-seven leaders from twenty-seven counties participating.

NEBRASKA - Interesting Theme

"Each One Reach One" was the challenge at a stimulating mid-winter youth institute in Nebraska.

NORTH CAROLINA - Farm and Home Unit Approach

Cha Lang is the staff member from our division on the Farm and Home Unit Approach Task Force, now participating with the staff in North Carolina in a training session.

OHIO - Leaflet Tells About State and National 4-H Foundations

"Your Opportunity" is the title of an attractive leaflet that explains the Ohio 4-H Foundation and the National 4-H Foundation. The booklet also notes anniversary of the National 4-H Club Camp and looks forward to the time when camp will be held at the 4-H Center. It includes a list of all National Camp delegates from the State, as well as IFYE delegates.

SOUTH CAROLINA - Sweet Potato Tour

Secretary Benson recently received a delegation of 4-H prize-winning sweet potato growers. The 11 champions, who also followed their product to the New York market, had made an average yield of 260 bushels per acre, with the highest yield being 355 bushels. This is more than three times the State's commercial average.

UTAH - Leadership School

As has been true for 36 years, the last week in February means State 4-H Leadership Training School in Utah. The scheduled time of the local leaders is divided about half for project training and half for general 4-H philosophy and methods. Leaders who attend, help give the training to other leaders in their counties.

NEWS OF OUR COWORKERS

C. S. Shirley, Louisiana, succeeded February 1 to the position of State Club Agent. J. M. O'Quin, formerly in charge of the Louisiana 4-H Program, has been named Assistant State Agent in charge of training.

Elizabeth Smith, Assistant State Girls' 4-H Leader, Iowa, resigned February 15.

Mary E. Border, Iowa, has been reappointed as assistant State Club Leader. She recently returned from an assignment in India.

William J. Lawrence, assistant State 4-H Club Leader, North Dakota, has retired.

Mary Ann Busch, West Virginia, has been reappointed as assistant State Youth Leader.

Mrs. Elsie R. Butler, Illinois, has the new title of Extension Specialist in Food Merchandising and Consumer Education.

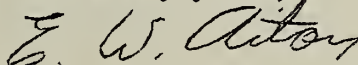
Michigan lists the following with new titles:

A. G. Kettunen, Assistant Director, 4-H Club Program; Einer G. Olstrom, Associate Director, District Extension Supervisor, 4-H Club Program; Raymond R. Ranta, Associate District Extension Supervisor; Benjamin Westrate, Associate District Extension Supervisor, 4-H Club Program; Maurice L. Hill, Associate District Extension Supervisor, 4-H Club Program.

May we close by sharing with you one of those heart-warming expressions from a real 4-H friend and veteran farm editor, Paul D. Sanders. The statement by Mr. Sanders, who edits the Southern Planter, gave us renewed dedication. It reads this way:

"Few men in America can give more credit to 4-H Club work than myself. If I were asked to name the one thing in my life that has contributed most to my meager success, outside my family training of course, I would unhesitatingly point to my 4-H Club experience. It gave me my first taste of scientific agriculture and put me in a position to go through Land Grant College and equip myself for a useful life in the South."

Sincerely yours,



E. W. Aiton, Director
4-H Club and YMW Programs

Associate Leaders:

Tena Bishop
George Foster
Mylo Downey
C. C. Lang
Fern Shipley

Enclosures.

Federal Extension Service
U. S. Dept. of Agric.
Washington 25, D. C.

NOMINATIONS OF STATE CLUB WORKERS FOR NATIONAL CAMP RECOGNITIONS

State of _____

I. Camp Citation Recommendations:

Retired State and assistant State 4-H Club leaders who have served
25 years or more:

II. Gold Key Recommendations:

(a) State Records show that _____ has served in
the State office as a 4-H Leader for _____ years.
(number)

(b) State Records show that _____ has worked with
4-H Clubs as a county Extension agent _____ years and as a
(number)

State or assistant State Club leader for _____ years.
(number)

Return by April 1 to:
Miss Tena Bishop
Division of 4-H Club and YMW Programs
Federal Extension Service
U. S. Dept. of Agriculture
Washington 25, D. C.

